

UW Certificate Program in

Social Media Technologies & Implementation

Social Media Platforms and Tools

Winter 2013

Jan. 9 – March 13, Wednesdays, 6–9 p.m.

Course Description

Social media means many things to many people. For some, it's a series of marketing channels. For others, it's customer service re-imagined. Whichever way you look at it, social media has changed the way we communicate. With these new technologies, we can reach almost anyone, almost anywhere. But there's more to it than simply hitting "publish."

In this course, students will go under the hood to explore the platforms and tools that make social media more than just Facebook and Twitter. Students will use social media dashboards to manage multiple accounts, sift through hundreds of pieces of online data to learn what people really think of your brand, and get hands-on time with HootSuite, Simply Measured, Radian6 and other tools as they explore how to take social media to the next level.

Course Objectives

At the end of this course, students will be able to:

- Use social media dashboards to manage content.
- Monitor online conversations with powerful social listening tools.
- Apply web analytics and reporting structures that lead to ROI of social media.
- Write for the web, blog, employ basic SEO tactics and implement Facebook ads.
- Describe the pros/cons of building your own social media tools instead of relying on third-party platforms like Facebook and Pinterest.

Course Wiki

<https://uwsmc-2.wikispaces.com/>

Course Blog

<https://uwsmcblog.wordpress.com/>

Instructor

Derek Belt

Social Media Specialist, King County

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Teaching Assistant

Solveig Whittle

Marketing Consultant

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Required Textbook(s)/Resource Materials

No required textbooks.

Technology Requirements

- Bringing a laptop to class is highly recommended.
- Computer and Internet literacy required.
- Active participant in at least two social media channels (e.g. Facebook, LinkedIn).

Assessment Criteria & Course Expectations

Students will be assessed based on attendance, participation, assignments and projects.

Students are required to attend 8 of the 10 classes (unless you have approval to miss more and do any make-up work) and complete all assignments and deliverables.

Courses in this program are arranged sequentially. To advance to the next course, students are required to earn a grade of Successful Completion (SC). Students must successfully complete all courses in the program to receive a certificate of completion.

To pass this course, students must earn a minimum of 75 points from the following structure:

Point Value	Assignment
10	10 minute papers (1 point each)
5	Minimum of 5 comments on peers' minute papers (1 point each)
10	Active participation in class discussion, Twitter and groups
40	4 homework assignments (10 points each)
10	Milestone #1: GOST document (1 per team)
10	Milestone #2: First campaign completed (1 per team)
15	Milestone #3: Second campaign completed (final presentation)

Minute Papers

Minute papers will be hosted on the course blog. Here's how it works:

- Each week, the TA will post to the course blog and ask students to share their thoughts in the comments section below the post.
- Students are required to "comment" on these posts at least once a week — that's 10 times for the whole quarter.
- Students must also "reply" to classmates' comments a minimum of 5 times per quarter.

Community Management Project

The focus of this project is on learning. Projects will not be graded on the channel's results alone, but on the thinking and analysis that went into the strategy and execution.

Key concepts for this project are:

- Determining meaningful social media metrics and how to measure them.
- Creating community through content.
- Working across social media channels to achieve common goals.

The 2012-13 cohort will serve as our "client" for this project. Each team is responsible for positioning SMC students as thought leaders in the Seattle social media scene. Much as in real life, the overall goals will be the same for all teams and must be followed throughout the quarter. Meanwhile, the objectives, strategies and tactics will be unique to each team, and it's up to the groups to create content that is appropriate for their channel.

Each team will plan, execute and measure:

- One (1) social media campaign within their channel.
- One (1) cross-channel campaign partnering with two or more groups.

Many of the analytics tools students learn about in class can be used during this project. However, some tools may not apply to a specific channel. Teams must be realistic and creative in defining their metrics for success.

Milestone #1: GOST document – Due week 3 (1/23)

- Draft a 1-page GOST (Goals, Objectives, Strategies and Tactics) document.
 - One (1) document per team. Goals are the same for all channels. Objectives, strategies and tactics should be channel-specific and measurable using tools explored in class or that teams research on their own.
- *Deadline: Email to Derek and Solveig by the beginning of class on 1/23.*

Milestone #2: First (single-channel) campaign – Due Week 7 (2/20)

- One (1) page summary with campaign description and results (using analytics tools).
- Reports should touch on:
 - Campaign overview, content strategy relating to your channel, tools used, key metrics gathered, analysis and recommendations.
- *Deadline: Email to Derek and Solveig by the beginning of class on 2/20.*

Milestone #3: Second (multi-channel) campaign – Due week 10 (3/13)

- Make a 15-minute team presentation with 10 slides (maximum).
- You are the marketing team assigned to a certain social media channel. We are your managers, supervisors and board members. Be short and to the point, covering key findings, insights and recommendations.
- Presentations should touch on:
 - GOST review—what steps did the team outline at the beginning of the project, and how were your channels leveraged to achieve overall goals?
 - Discuss any social media analytics tools used and the results they provided.
 - Key findings based on insights gleaned from your reporting.
- *Deadline: Email PPT deck to Derek and Solveig prior to class on 3/13.*

Student Resources

The following link includes student handbooks, services, and policies, and other important information: <http://www.pce.uw.edu/resource.aspx>.

Disability Accommodation

The University of Washington is committed to providing access and reasonable accommodation in its services, programs, activities, education and employment for individuals with disabilities. For information or to request disability accommodation contact the Disability Services Office at 206.543.6450/V, 206.543.6452/TTY, 206.685.7264 (FAX), or e-mail at dso@u.washington.edu.

Schedule

Subject to change depending on availability of guest speakers.

	Date	Topic	Assignment	What's Due
Week 1	1/9	<p>Overview</p> <ul style="list-style-type: none"> Course outline (syllabus, speakers) Intro to tools Community Management Project outline for winter quarter GOST assignment explained <p>Guest Speaker: How small teams can use tools to make big things happen in SM.</p>	<ul style="list-style-type: none"> With new teams, complete GOST document outlining the objectives, strategies and tactics for your SM channel. Due: Week 3 	<ul style="list-style-type: none"> Join wiki Sign up for Twitter
Week 2	1/16	<p>Social Media Dashboards</p> <ul style="list-style-type: none"> Why dashboards exist How they make SM manageable <p>HootSuite</p> <ul style="list-style-type: none"> General overview (how it works, what it's used for, how it's impacted our ability to make sense of SM) Hands-on walkthrough (managing lists, scheduling tweets, setting up teams, using shortened URLs, running reports) 	<ul style="list-style-type: none"> Set up a HootSuite dashboard and create a 1-page report analyzing a week of data. Measure clicks, RTs, influencers, etc., telling the story of how you performed on Twitter. Due: Week 4 	<ul style="list-style-type: none"> Minute paper #1
Week 3	1/23	<p>Website Metrics</p> <ul style="list-style-type: none"> How businesses are using metrics to make informed decisions <p>Google Analytics</p> <ul style="list-style-type: none"> How it works, identifying KPIs, knowing where to look Hands-on walkthrough (traffic, demographics, top content, site search, traffic sources) <p>Guest Speaker: Web analytics and what they mean to your organization.</p>	<ul style="list-style-type: none"> Provide a 1-page analytics report for a site designated by the instructor. Measure traffic, top content, site search, referrals, bounce rate, etc. Due: Week 5 	<ul style="list-style-type: none"> Minute paper #2 GOST document (1 per team)
Week 4	1/30	<p>Reporting</p> <ul style="list-style-type: none"> How to write a SM report using data, graphics, charts, etc. Insights & critical thinking <p>Simply Measured</p> <ul style="list-style-type: none"> Dashboards vs. analytics programs (more data, better graphics) Hands-on walkthrough (understanding the basics, keyword tracking, running reports) <p>Guest Speaker: Simply Measured demo</p>	<ul style="list-style-type: none"> Sign up for Simply Measured's 2-week trial and attach your SM accounts. Measure a week of data, providing a 1-page report analyzing how you performed. Compare to HootSuite report Due: Week 6 	<ul style="list-style-type: none"> Minute paper #3 HootSuite report
Week 5	2/6	<p>How Facebook Works</p> <ul style="list-style-type: none"> EdgeRank, content strategy, Facebook advertising <p>Facebook Insights</p> <ul style="list-style-type: none"> Hands-on walkthrough (what to 	<ul style="list-style-type: none"> Pick an organization (could be your own) and provide a 1-page 	<ul style="list-style-type: none"> Minute paper #4 Google Analytics report

		look for, how to interpret the data)	Facebook ads strategy <ul style="list-style-type: none"> • Use targeting, promoted posts, sponsored stories, etc., to reach key audience. • Due: Week 7	
Week 6	2/13	Social Listening/Monitoring <ul style="list-style-type: none"> • What it's worth to your business, case studies of organizations that are using listening technology Radian6 <ul style="list-style-type: none"> • Hands-on walkthrough (using keywords, filtering data to find trends, identifying influencers) Guest Speaker: Radian6 demo	TBD (depending on whether we have access to Radian6)	<ul style="list-style-type: none"> • Minute paper #5 • Simply Measured report
Week 7	2/20	Blogging/WordPress <ul style="list-style-type: none"> • Blogging 101, managing a content strategy, long form vs. short form • Hands-on walkthrough (using WordPress as a blog vs. as a CMS) Other tools and applications <ul style="list-style-type: none"> • Klout, Wordle, Topsy, TweetReach, Trendsmap, etc. Guest Speaker: WordPress demo	No assignment, prepare for final presentation	<ul style="list-style-type: none"> • Minute paper #6 • Facebook ads report • Campaign report (1 per team)
Week 8	2/27	Search Engine Optimization <ul style="list-style-type: none"> • Basics of SEO, how it works, understanding meta data, copywriting, link building Writing for the Web <ul style="list-style-type: none"> • Workshop outlining headlines, leads, links Guest Speaker: Power of SEO	No assignment, prepare for final presentation	<ul style="list-style-type: none"> • Minute paper #7
Week 9	3/6	Building Your Own Tools <ul style="list-style-type: none"> • Pros and cons of hosting your own social media presence, who owns the data, what are the considerations Guest Speaker: Samantha Moscheck	No assignment, prepare for final presentation	<ul style="list-style-type: none"> • Minute paper #8
Week 10	3/13	Wrap Up <ul style="list-style-type: none"> • How this course ties into the spring class and students' work with clients Course Evaluations Guest Speaker: Mala Chandra, looking ahead to spring quarter and client projects	No assignment	<ul style="list-style-type: none"> • Minute paper #9 • Final presentations <ul style="list-style-type: none"> • <i>Minute paper #10 due following class</i>